

## CLAIMS

1. A thermoplastic resin coloring agent comprising: a surface-treated  $\alpha$ -ferric oxide (A) formed by coating a non-acicular  $\alpha$ -ferric oxide having an average particle size of 0.01 to 0.06  $\mu\text{m}$  and an aspect ratio of 0.2 to 1.0 with a polyhydric alcohol and an organopolysiloxane, and an oxycarboxylic acid metal salt (B1) as a dispersing agent (B).

2. The thermoplastic resin coloring agent according to Claim 1, wherein the oxycarboxylic acid metal salt (B1) is a 12-hydroxystearic acid metal salt.

3. The thermoplastic resin coloring agent according to Claim 2, wherein the 12-hydroxystearic acid metal salt is calcium 12-hydroxystearate.

4. A thermoplastic resin coloring agent comprising a surface-treated  $\alpha$ -ferric oxide (A) formed by coating a non-acicular  $\alpha$ -ferric oxide having an average particle size of 0.01 to 0.06  $\mu\text{m}$  and an aspect ratio of 0.2 to 1.0 with a polyhydric alcohol and an organopolysiloxane, and a higher fatty acid metal salt (B2) as a dispersing agent (B).

5. The thermoplastic resin coloring agent according to any one of Claims 1 to 4, wherein the polyhydric alcohol and the organopolysiloxane are each 0.01 to 10 wt % relative to the entirety of the surface-treated  $\alpha$ -ferric oxide (A).

6. The thermoplastic resin coloring agent according to any one of Claims 1 to 5, wherein the polyhydric alcohol is trimethylolpropane or trimethylolethane.

7. The thermoplastic resin coloring agent according to any one of Claims 1 to 6, wherein the organopolysiloxane is dimethyl polysiloxane or methyl hydrogen polysiloxane.

8. The thermoplastic resin coloring agent according to any one of Claims 1 to 7, wherein 40 to 150 parts by weight of the dispersing agent (B) is

added to 100 parts by weight of the surface-treated  $\alpha$ -ferric oxide (A).

9. The thermoplastic resin coloring agent according to any one of Claims 1 to 8, wherein the thermoplastic resin coloring agent comprises a methine-based dye (C).

10. The thermoplastic resin coloring agent according to Claim 9, wherein the methine-based dye (C) is C.I. No. Solvent Brown 53.

11. A thermoplastic resin composition obtained by mixing the thermoplastic resin coloring agent according to any one of Claims 1 to 8, a methine-based dye (C), and a thermoplastic resin.

12. The thermoplastic resin composition according to Claim 11, wherein the methine-based dye (C) is C.I. No. Solvent Brown 53.

13. A thermoplastic resin composition obtained by mixing the thermoplastic resin coloring agent according to any one of Claims 1 to 10, and a thermoplastic resin.

14. The thermoplastic resin composition according to any one of Claims 11 to 13, wherein the thermoplastic resin is a polyester resin.

15. The thermoplastic resin composition according to any one of Claims 11 to 14, wherein the thermoplastic resin is a microbially disintegrable resin.

16. A molding obtained by using the thermoplastic resin coloring agent according to any one of Claims 1 to 10.

17. A molding obtained by using the thermoplastic resin composition according to any one of Claims 11 to 15.

18. A molding formed by coating the surface of the molding according to either Claim 16 or 17 with a carbon film.